

Casey Bradford

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Portfolio

caseybradford.club

Senior Product Designer, Zola

Senior Product Designer May 2023 - current

Product Designer II Nov 2021 - May 2023

- Championed the native app experiences across the company
- Conducted user research to identify areas of opportunity and enhance the Zola experience
- Mentored fellow designers on the team, helping them tackle complex problems
- Collaborated closely with tech and product to optimize design solutions
- Played a key role in shaping the team's design process and file management
- Successfully launched key Zola products like Zola Baby, the budget tool, and the guest messaging platform

Product Designer, Core (AlleyCorp)

Feb 2021 - August 2021

- Owned design responsibilities across multiple workstreams, collaborating closely with product leads
- Designed for both B2B and B2C interfaces, covering both web and iOS platforms.
- Established and managed the Figma component library
- Worked in close collaboration with developers to ensure seamless design implementation
- Conducted user interviews and interacted with potential customers to inform the product roadmap

Freelance Product Designer

Jan 2020 - current

- Conducted research, crafted wireframes, and designed visual systems while maintaining a strong collaboration with developers and product managers
- Clients include: The Culinistas, Enkasa Homes, Ellipsis Health, Something Else, Narrative Nation, and more

Design Manager, WeWork's Flatiron School

Design Manager Jan 2020 - August 2020

Design Lead Jul 2018 - Jan 2020

Graphic Designer Jan 2018 - Jul 2018

- Oversaw development of junior designers and coordinated contributions from agencies and freelancers
- Initiated a creative review process and educated other teams on effectively collaborating with the creative team
- Managed the redesign of the style guide and revitalized photography to enhance the brand's image
- Supported the launch of 12 new campuses through out-of-home campaigns, resulting in an impressive up to 70% increase in organic traffic in some markets
- Led the creative process for a monthly paid advertising budget of \$1 million